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ABSTRACT

The document contains student materials and teacher's guides for two units in which students analyze clothing advertisements in newspapers. The units are appropriate for reading and mathematics classes in grades 4-6. Objectives for Unit I include identifying descriptive words used in clothing ads, categorizing words found in clothing ads, and comprehending clothing ads in order to make value judgments in purchasing clothing. Students analyze "fashion" words such as favorite, distinctive, and famous maker, and find advertisements using these words. They also examine "quality" words such as comfort, value, durable, sturdy, and versatile and words which express savings. On an imaginary buying trip, students calculate the cost of a complete outfit bought at sale prices. Unit II objectives are to change fraction and percent figures to decimals and to use percents to determine the amount of discounts on clothing items. In ten activities, students use current newspaper advertisements to calculate the cost of items offered at discount prices. The teacher's guides list objectives and materials needed and include methods for using newspapers in the classroom, resources, reproducible pre- and posttests and worksheets with keys, and student progress sheets. (KC)

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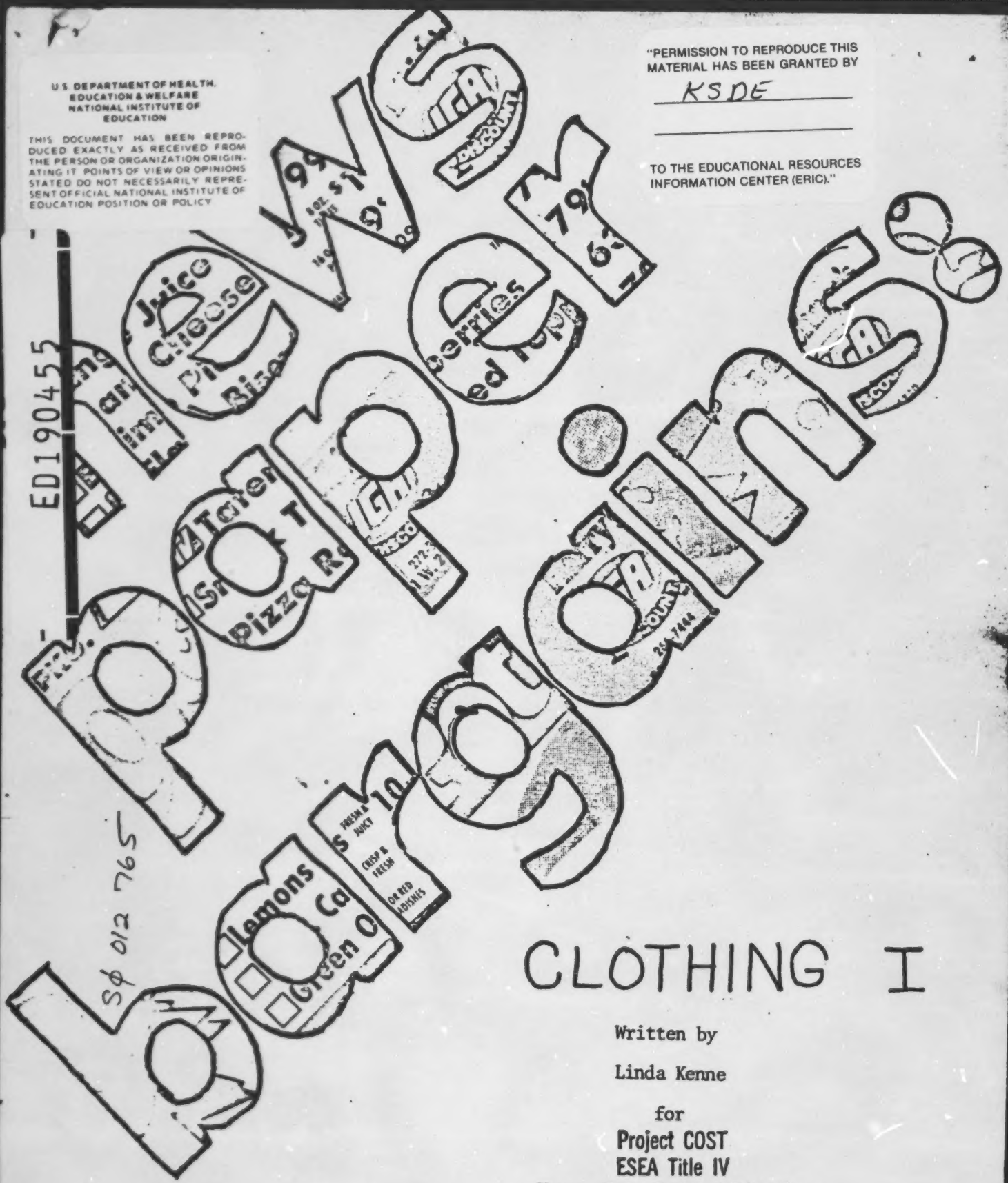

CLOTHING I

Written by

Linda Kenne

for

Project COST
ESEA Title IV
Kansas State Dept. of Education
USD 449
Easton, KS 66020

Teacher's Guide

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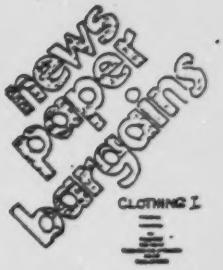


PACKAGE RESUME

Publication Date: Spring 1980

Level/Subject: Intermediate Reading

Title: Newspaper Bargains: Clothing I

Author: Linda Kenne

Abstract: This capsule has the student explore clothing ads found in the daily newspaper. Access to a full newspaper is essential, although each student does not need his/her own personal newspaper. Students will categorize some of the words found in clothing ads into three areas: words dealing with fashion, words associated with quality clothing, and words appealing to our sense of economy. Other than multiple copies of newspapers and ordinary school supplies, no other special materials are necessary for completion of this capsule.

OBJECTIVES

Upon completion of this capusle your students will be able to:

identify descriptive words used in clothing ads.

categorize those words to abstract meaning from them.

evaluate descriptive words as they relate to the learner's needs.

comprehend clothing ads in order to begin making value judgements in relation to purchasing clothing.

GENERAL INFORMATION FOR THE TEACHER

This capsule explores the language used in newspaper clothing ads. Many of these words will be new to intermediate level students. Less capable students might find some of the vocabulary overwhelming. The critical vocabulary (as tested on the post-test) is:

fashion
money
quality
reduced
casual
durable
genuine
style
clearance

The activities are designed so that all students will understand this critical vocabulary after completing this capsule. The more capable the student is, the more vocabulary he is likely to gain through the activities.

This capsule lends itself to discussions of value judgements. At one point in the capsule, it states that everyone has a different concept of quality. Use class discussions or individual conferences to bring this point out to the students.

Several of the activities ask the students questions and/or tell them to be ready to discuss their work. Use the completed activities to discuss what quality clothing is and how much quality the students are willing to sacrifice because of money.

This capsule is designed so that it can be used in a variety of ways:

1. as an individual project by one student.
2. as a learning guide for a small group of students working individually or in pairs.
3. As a full class project with the students working alone or in groups of two or three.

It is imperative that students using this capsule have access to multiple copies of newspapers. The best and easiest way to have these available is through a classroom subscription to a major city daily. That is not as expensive as you might think. Other ways of having enough papers are

1. saving you own personal newspapers several weeks in advance of using the capsule.
2. collecting newspapers from friends, colleagues and students. Don't forget the school library.
3. buying multiple copies of one day's paper. Two or three days worth should be enough to complete the capsule. Be sure that there are lots of clothing ads in the paper before you buy it.

Other materials you will need for this capsule are common school items:

pencils

paper (plain and inexpensive)

scissors

glue

red crayons or markers

Have two large boxes available. Cover both with newspapers, and label one "OLD NEWSPAPERS" and the other "NEW NEWSPAPERS". These boxes will help keep down the clutter caused by so many students using newspapers. Assign students to tie up the used newspapers daily for recycling later. (Most recycling centers will only take papers that are tied up.)

For more information and help in using the newspaper:

Newspaper in Education
Wichita Eagle/Beacon
P. O. Box 820
Wichita, KS 67201
(316) 268-6564

They offer classroom subscriptions to to schools in Kansas.

Jonn Guenther
Topeka Capital Journal
University of Kansas
201 Bailey Hall
Lawrence, KS 66045
(913) 864-4435

Sue K. Rayborn
The Idaho Statesman
P. O. Box 40
Boise, Idaho 83707

Bill Schmitz
The Denver Post
650 15th Avenue
Denver, Colorado 80202

NEWSPAPER BARGAINS:

CLOTHING I

PRE-TEST

Name key Date _____

If the word appeals to your sense of fashion, put an F on the line. If the word makes you think of money, put an M on the line.

F style
M clearance
F casual
M close-out
F separates
F accessories
M sale

If the word makes you think of the quality of the clothes you buy, put a Q on the line. If the word appeals to your sense of fashion, put a F on the line.

Q value
Q durable
F favorite
Q fully lined
F famous maker
F distinctive

NEWSPAPER BARGAINS:

CLOTHING I

POST-TEST

Name Key Date

If the word appeals to your sense of fashion, put an F on the line. If the word makes you think of money, put an M on the line. If the word makes you think of the quality of the clothes you buy, put a Q on the line.

F = fashion
M = money
Q = quality

M reduced
F casual
Q durable
Q genuine
F style
M clearance

Give one word that ads use that appeal to your sense of fashion. answers will vary

Give one word that ads use that make you think of money. answers will vary

Give one word that ads use that make you think of quality clothing. answers will vary

APPENDIX

This appendix contains copies of all worksheets and assessments. These copies may be used to make your own classroom quantity copies. To use, unstaple the sides of the teacher's guide and remove the worksheet and assessment pages. Restaple the remaining pages of the teacher's guide.

Newspaper Bargains: Clothing I

Progress Chart

Name _____ Date _____

Activity #1 ☐ Pre-test ☐ ____ ____ Score

Activity #2 ☐ Post-test ☐ _____ Score

Activity #3 ☐ } Choose 2

Activity #4 ☐ }

Activity #5 ☐

Activity #6 ☐

Activity #7 ☐

Activity #8 ☐

Activity #9 ☐

Activity #10 ☐

Optional Activities

Activity #11 ☐

Activity #12 ☐

NEWSPAPER BARGAINS:

CLOTHING I

PRE-TEST

Name_____ Date_____

If the word appeals to your sense of fashion, put an F on the line. If the word makes you think of money, put an M on the line.

_____ style
_____ clearance
_____ casual
_____ close-out
_____ separates
_____ accessories
_____ sale

If the word makes you think of the quality of the clothes you buy, put a Q on the line. If the word appeals to your sense of fashion, put a F on the line.

_____ value
_____ durable
_____ favorite
_____ fully lined
_____ famous maker
_____ distinctive

NEWSPAPER BARGAINS: CLOTHING I

WORKSHEET #1

ACTIVITY #10

Name_____ Date_____

	Yes	No	Maybe
Fashion	☐	☐	☐
Money	☐	☐	☐
Quality	☐	☐	☐

Do you think this is a good buy for you? Yes ☐ No ☐ Maybe ☐

	Yes	No	Maybe
Fashion	☐	☐	☐
Money	☐	☐	☐
Quality	☐	☐	☐

Do you think this is a good buy for you? Yes ☐ No ☐ Maybe ☐

	Yes	No	Maybe
Fashion	☐	☐	☐
Money	☐	☐	☐
Quality	☐	☐	☐

Do you think this is a good buy for you? Yes ☐ No ☐ Maybe ☐

NEWSPAPER BARGAINS:

CLOTHING I

POST-TEST

Name_____ Date_____

If the word appeals to your sense of fashion, put an F on the line. If the word makes you think of money, put an M on the line. If the word makes you think of the quality of the clothes you buy, put a Q on the line.

F = fashion
M = money
Q = quality

_____ reduced
_____ casual
_____ durable
_____ genuine
_____ style
_____ clearance

Give one word that ads use that appeal to your sense of fashion.

_____

Give one word that ads use that make you think of money.

_____

Give one word that ads use that make you think of quality clothing.

_____

SP012 765

CLOTHING I

Student Material
Written by

Linda Kenne

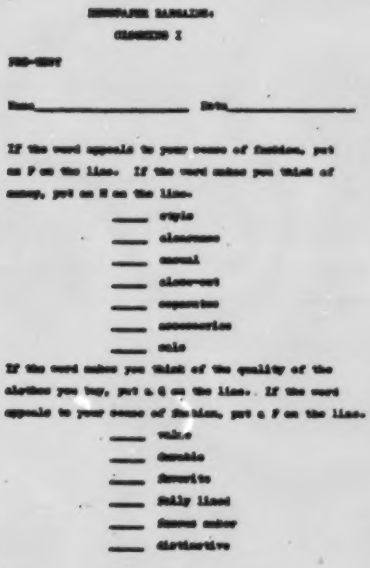
for
Project COST
ESEA Title IV
Kansas State Dept. of Education
USD 449
Easton, KS 66020

NEWSPAPER BARGAINS:
CLOTHING I

Clothes, clothes, clothes. Everyone wears clothes. Stop and think. Where did you get the clothes you are wearing? Were they a gift? Did someone you know make them? Or did you or someone you know buy them? One way to be a wise consumer, is to use the newspaper before you shop for new clothes.

This capsule will look at the language of clothes ads. You will be learning about the words that are used in ads about clothing. You will also learn about some of the ways the people who write those ads try to make you want to buy clothes. You will be using a newspaper for all the activities in this capsule.

Before you begin this capsule, get the pre-test from your teacher. Finish the pre-test and hand it in to your teacher. The pre-test looks like this.



If you are finished with the pre-test, you are ready to begin this capsule. You will need a newspaper with lots of clothing ads. You will find a newspaper in the box in your classroom labeled NEW NEWSPAPERS.

You will find clothing ads in almost all newspapers. There are usually more clothing ads in the Sunday or Monday papers. Be sure to look through the paper as you read through this capsule.

We probably do not need all the clothes we buy. But we still keep buying more clothes anyway. Why? There are many, many reasons, but we will look at three.

1. We want to have new styles of clothes. We want to be fashionable.
2. We want to have better quality clothes.
3. We are lured by sales and the prospect of getting a bargain.

20% off
Famous Maker Fleece Robes
Polyester fleece robes in red, rose, garnet, turquoise or royal blue colors. Zip-front or wrap styles. Sizes S-M-L. Were $34.00-$37.00.
Lounge-wear; Downtown, Suburbs, for her

Newspaper ads appeal to your sense of fashion. Everyone wants to wear the newest styles. Some of the words that appeal to your sense of fashion are:

style
original designer
famous maker
favorite
fashion
selected
co-ordinates
accessories
distinctive
separates

FASHION WORD
Jr. Favorite
Velour Tops
reg. $21-$23 . . . 16.99
Soft velour tops of cotton/polyester. Sizes: S,M,L. Cowl neck style in coral, blue, green or black. Mandarin collar style in coral, blue, pink, green or black. V-neck style in lavendar, green, pink, blue or black.

25% off
Selected
Jr. Sweaters

FASHION WORD

Now is the time to replenish your sweater wardrobe . . . or purchase for Christmas gifts at savings. An exciting collection of sweaters that includes many styles and all the latest fashion colors. Choose several at this sale price. In sizes S,M,L. Jr. Sportswear; Downtown, Suburbs, for her at Oak Park

FASHION WORD

Casual Sportswear

Pykette separates including jackets, pants, skirts, blouses. Cream, blue, black or brown. . **50% off.**
Ship and Shore holiday blouses in an assortment of lovely styles; assorted shades. Now ... **25% off.**
Winter-weight skirts in an assortment of lovely styles and shades. Were $16.00-$18.00 . . **12.99**
Casual Sportswear; Downtown, Suburbs, for her.

FASHION WORD

FASHION WORD

Give him distinctive Pierre Cardin accessories

Gold filled chains. 14K gold-filled neckchains in 18" or 20" lengths. Choose rope motif, S-chains, medium herringbone or fine herringbone. Perfect alone or with a pendant. **21.00-47.00**

Zodiac pendants. A diamond chip marks his exact birthdate. Gold tone pendant. Choose his sign: Aries, Taurus, Gemini, Cancer, Leo, Virgo, Libra, Scorpio, Saggitarius, Capricorn, Aquarius or Pisces . . . **32.00**

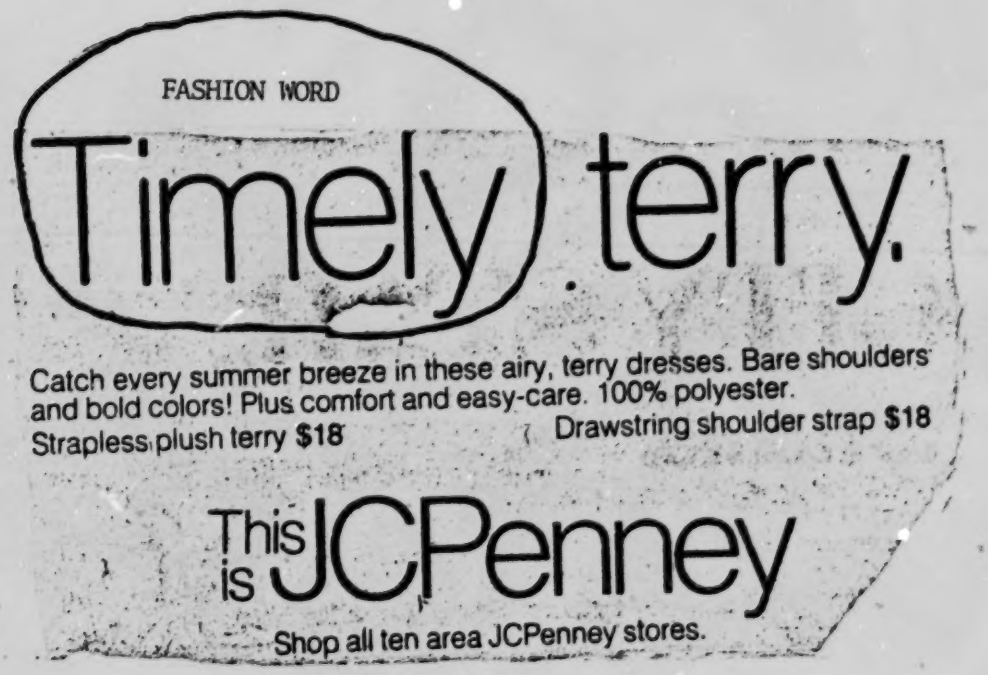
Brass tip wallets. Fine grain leather in brown or black with gold-tone brass corners.

Trifold	22.50
Passcare	22.50
Twofold	20.00
Hipfold	22.50

Men's Accessories, All Macy's

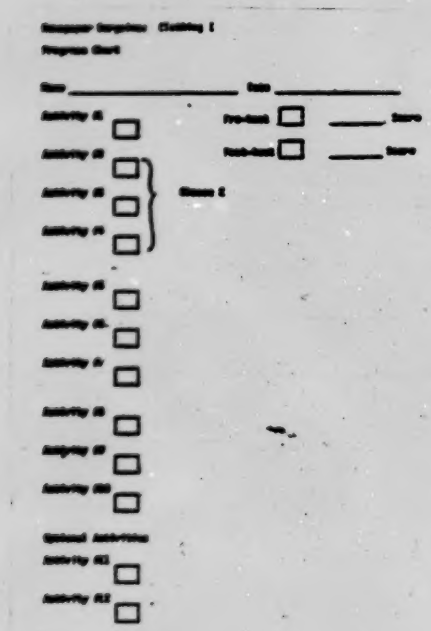
Do you see some or all of these words in the clothing ads in your paper? You will also find other words that appeal to your sense of fashion.

As fashions change, so do the words that describe them. There will always be new words to describe the clothes that we wear.


FASHION WORD
Timely terry.
Catch every summer breeze in these airy, terry dresses. Bare shoulders and bold colors! Plus comfort and easy-care. 100% polyester.
Strapless plush terry $18
Drawstring shoulder strap $18
This is JCPenney
Shop all ten area JCPenney stores.

Are you ready to do some activities with the newspaper? Your teacher has a box labeled NEW NEWSPAPERS. If you don't already have a newspaper, you can find one in the box now.

You will also need a Progress Chart to keep track of the activities that you do. Get a Progress Chart from your teacher now.



YOU MUST DO ACTIVITY #1

Activity #1

Look through the newspaper ads. Find each of these words in an ad. Cut out the word AND the rest of the description of the clothing it goes with.

style
separates
favorite
casual

If there is a picture of the clothes, cut it out, too. Paste the things you have cut out on a plain piece of paper in an attractive way.

CHOOSE 2 ACTIVITIES FROM #2, #3, and #4

Activity #2

Not everyone likes the same styles. Find three fashions for a man (maybe your father?). Find at least one ad that uses one of these words:

casual
fashion

Use a red marker to underline the words that describe in fashion terms the clothes that you choose.

Assorted Styles of Famous Wembley Ties
Outstanding value 4.99
Choose from our tremendous selection of famous maker neckties. Available in a wide range of solids, stripes and fancies to coordinate with all of your suits and shirts. Stock up now and save! Men's Furnishings, Downtown and Suburbs.

Activity #3

Find three fashions for a woman (maybe your mother?). Find at least one ad that uses one of these words: separates

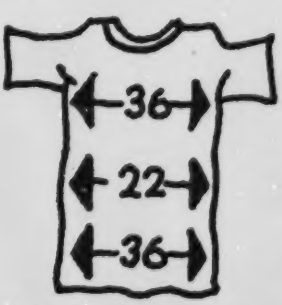
accessories

Use a red marker to underline the words that describe in fashion terms the clothes that you choose.

6.99-11.99
Updated tops and shorts
Will be 9.00. V-neck and crew neck style tops in your favorite summer colors. S-M-L. Pair with Bermuda trouser or fashionable 14" short. White, khaki. 8-16. Updated Sportswear.

Activity #4

Find three fashions for a child or a teenager. Underline the words that appeal to the consumer's sense of style.



Clothing I

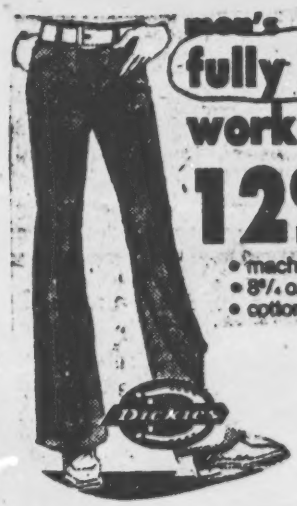
Part II

The next reason to buy clothes that we will talk about is:

We want to have better quality clothes. Everyone wants to feel that he is a wise consumer. You want to feel that you are getting the most for your money. Buying clothes that have good quality is one way to be a wise consumer. Ads use many words to describe the quality of the clothes they are trying to sell. Here are just some of those words:

value
durabel
fully lined
sturdy
quality
deluxe
genuine
original
superb

Extraordinary Quality
at this "savings" price . . .
VELOUR TOPS
Reg. $18. to $21.
$13.97
All the most-wanted new styles, V-necklines, crew-necklines, in smashing new fall fashion colors! Luxurious Polyester-Cotton blend Velour that machine-wash-and-dries beautifully!



men's
fully lined
work pants
12.00 Reg. 16.96
- machine washable
- 8¾ oz. material
- cotton-poly material

QUALITY WORD

QUALITY WORD

visa and levi's . . . comfort and value!

QUALITY WORD

Levi's Action Slacks in VISA® polyester. Guaranteed to be his most comfortable!

*

EXCEPTIONAL VALUE . . .
Two-Piece Pants Suits for Spring
$13

You will find these and many other words used to describe the quality of clothes for sale. As a consumer, it is your job to determine if the clothes <u>really</u> are durable or sturdy. Everyone's idea of quality is different. All ads will try to tell you that their clothes are a good buy. As the consumer, <u>you</u> must decide for yourself if the clothes you are buying has quality.

VALUE . . . Comfortably Styled Pants Suit
19.99
Two-piece pants suits of 100% polyester. Easy-care good looks that last and last. Dotted blouse with rounded tail, mandarin collar, self belt with white pull-on pants. Choose navy or red in sizes 8-18; navy, red or brown in sizes 14½-22½. Check top with front yoke and self belt tops pull-on pants of white slub effect. Assorted pastels. In sizes 8-18, 14½-22½. Dresses; Downtown, Suburbs, for her. Half -size Dresses; Downtown and Suburbs.

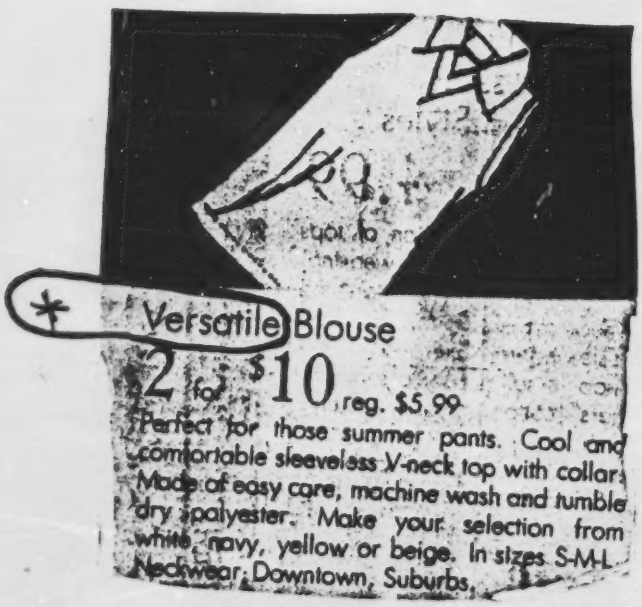
Now you are ready for more activities. Be sure to keep track of these activities on your Progress Chart.

Activity #5

Find clothing ads in the newspaper that stress the quality of the clothes they are trying to sell. Find each of these words. Cut out the word AND the rest of the description of the clothing it goes with.

value
durable
fully-lined
sturdy
quality

Paste the ads on your paper. If there is a picture of the clothes, cut out the picture, too.


Versatile Blouse
2 for $10 reg. $5.99
Perfect for those summer pants. Cool and comfortable sleeveless V-neck top with collar. Made of easy care, machine wash and tumble dry polyester. Make your selection from white, navy, yellow or beige. In sizes S-M-L
Neckwear: Downtown, Suburbs,

Activity #6

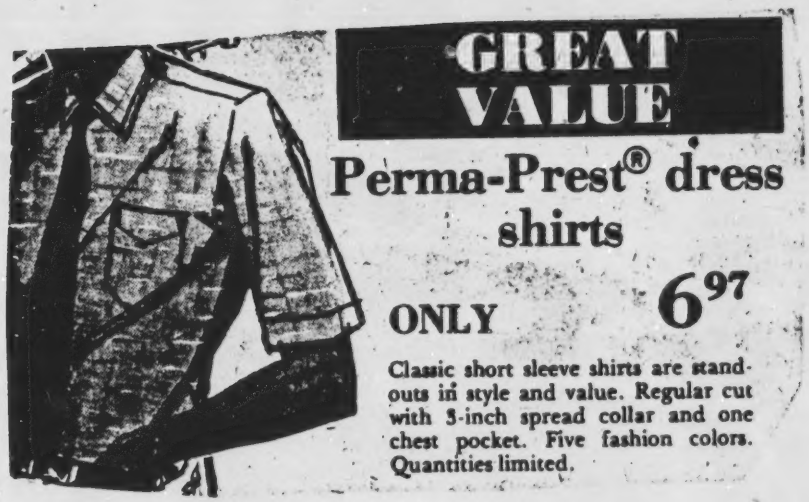
Different occupations need different types of clothes. Buy one outfit for each occupation.

Businessman/woman

Construction worker

Housewife

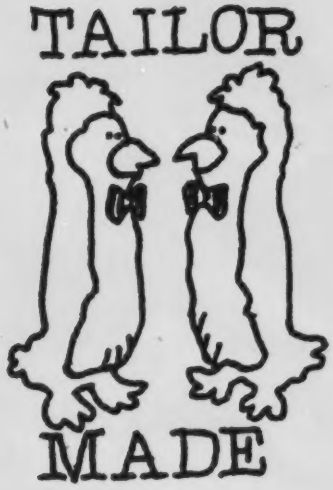
Cut out the clothes you would buy and paste them on your paper. Label each outfit with the occupation. Put a red X next to the outfit that you think must have the best quality. Be ready to tell why you chose as you did.

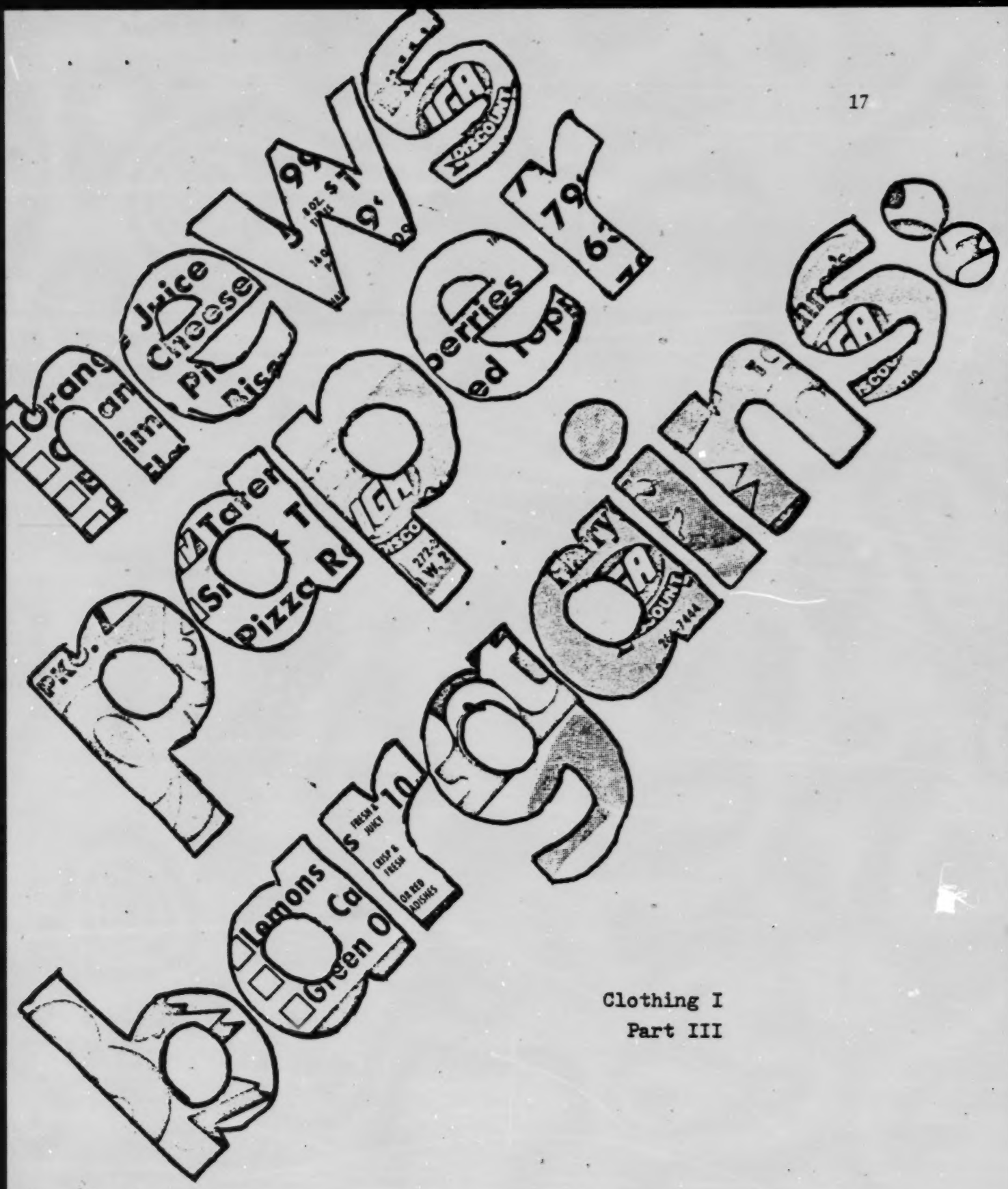

GREAT VALUE
Perma-Prest® dress shirts
ONLY 6.97
Classic short sleeve shirts are stand-outs in style and value. Regular cut with 3-inch spread collar and one chest pocket. Five fashion colors. Quantities limited.

Activity #7

Not all clothes <u>have</u> to be of the finest quality. Find clothes for yourself for each of these situations: School
Church
Play
A special party

Paste the clothes on your paper and label each outfit. Now decide which clothes should be the most durable, have the best quality. Put a #1 by them. Rank the other clothes #2, #3, #4 depending on how durable or long-lasting they need to be. Be ready to explain why you ranked them as you did.

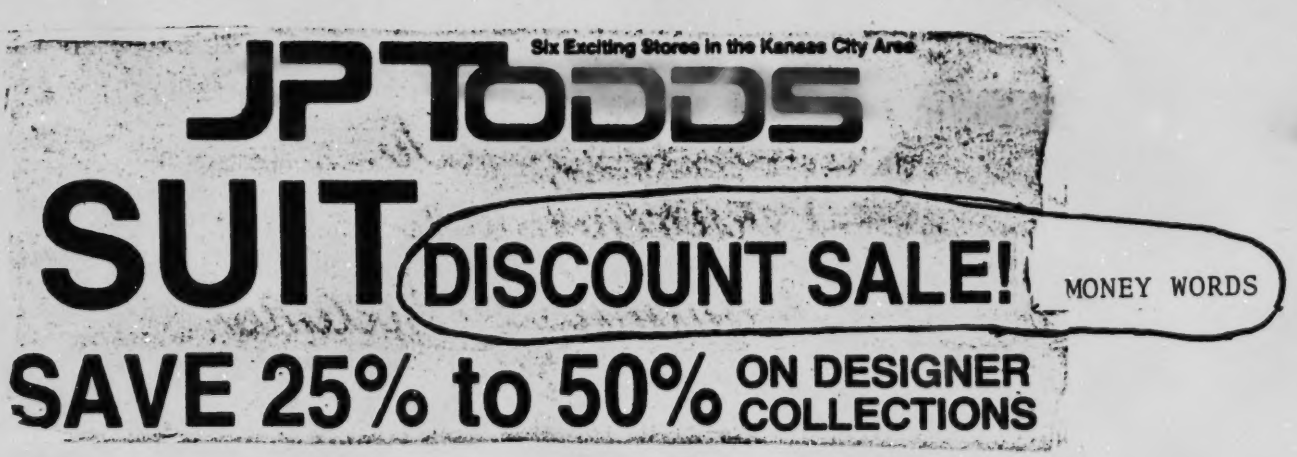




Clothing I
Part III

One of the first things you think about when it's time to buy clothes is money. Everyone wants to save money. We always look for a bargain. Newspaper ads will help you find the bargains you are looking for. Many ads will use big, bold letters telling how much money you will save. Here are some words that newspaper ads use when they tell about saving money:

sale
save
clearance
reduced
drastically reduced
25% off
discount
special
close-out



the Jones Store Co.
PRE-HOLIDAY
SALES
&
CLEARANCE
MONEY WORD
MONEY WORD
MONEY WORD
Family Wear closeout
Does not include entire stock

You will find these words and others used to convince you, the consumer, that you are finding bargains. Whether or not you are saving money depends on several things.

1. Do you really need the clothes you are buying?
2. Even at the cheaper price, are the clothes really worth what they cost?
3. Can you find the same clothes somewhere else for even less money?

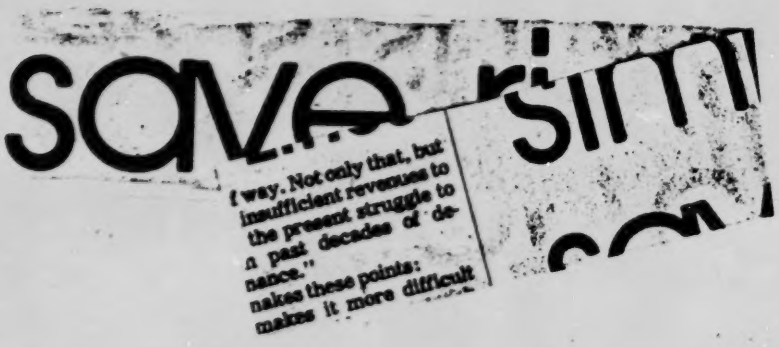
The newspaper can be a valuable tool when you go shopping, if you know how to read the ads. Here are some more activities to help you learn how to read clothing ads more effectively.

Activity #8

Find each of these words in clothing ads:

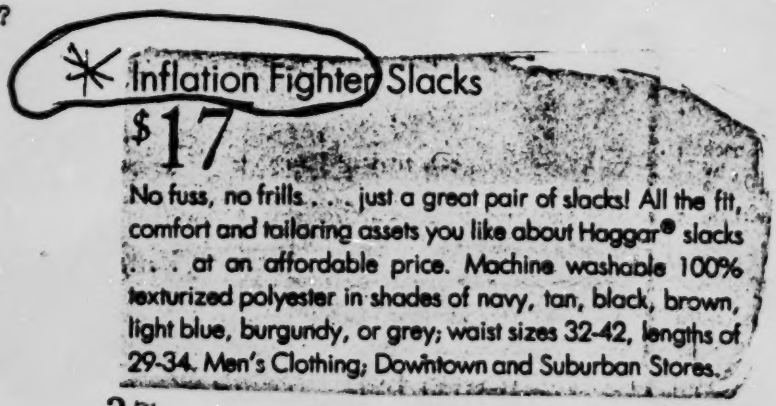
clearance
close-out
sale
reduced

Cut out the whole ads that the words are in and paste them on your paper.



Activity #9

With clothing ads in the paper, buy 1 entire outfit for yourself. Besides pants, shirt, blouse or dress, include sox, shoes and a light jacket or sweater. Add up the total cost of the outfit. Could your parents do this for you very often? Why or why not?


Inflation Fighter Slacks
$17
No fuss, no frills . . . just a great pair of slacks! All the fit, comfort and tailoring assets you like about Haggar® slacks . . . at an affordable price. Machine washable 100% texturized polyester in shades of navy, tan, black, brown, light blue, burgundy, or grey; waist sizes 32-42, lengths of 29-34. Men's Clothing; Downtown and Suburban Stores.

Activity #10

You will need Worksheet #1 to complete this activity. Find an article of clothing that you would like to buy. Using the following guide to judge the clothing you select.

	Yes	No	Maybe
Fashion	☐	☐	☐
Money	☐	☐	☐
Quality	☐	☐	☐

Mark yes if the item meets your standards for being good, mark no if the item does not meet your standards, and mark maybe if you are not quite sure.

Now find 2 more articles of clothing and rate them in the same way.

Paste the clothes you choose on the worksheet.

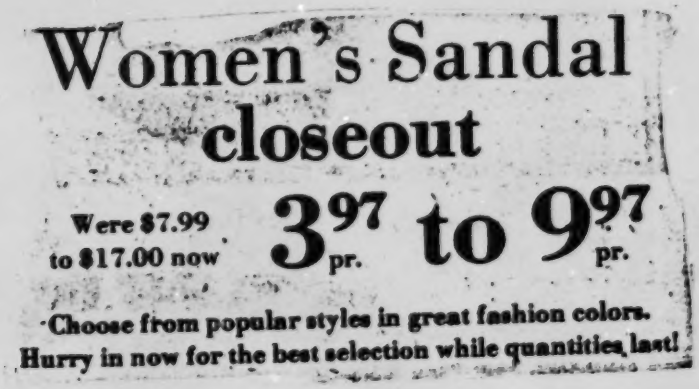
This activity is optional. You may do it if you wish.

Activity #11

Do some comparison shopping. Find an article of clothing that is not on sale. Now find another item that is similar in style and quality that is on sale. Which is cheaper? Cut out both items and paste on your paper.

Activity #12

Buy an entire school outfit. Do not spend over $15.00. Cut out all items of clothing (and the price!) and paste them on your paper. Were you able to get just what you wanted or did you have to choose things that were not your first choice? Are you beginning to see how important money is when it comes to buying clothes?


Women's Sandal
closeout
Were $7.99 to $17.00 now
3.97 pr. to 9.97 pr.
Choose from popular styles in great fashion colors.
Hurry in now for the best selection while quantities last!

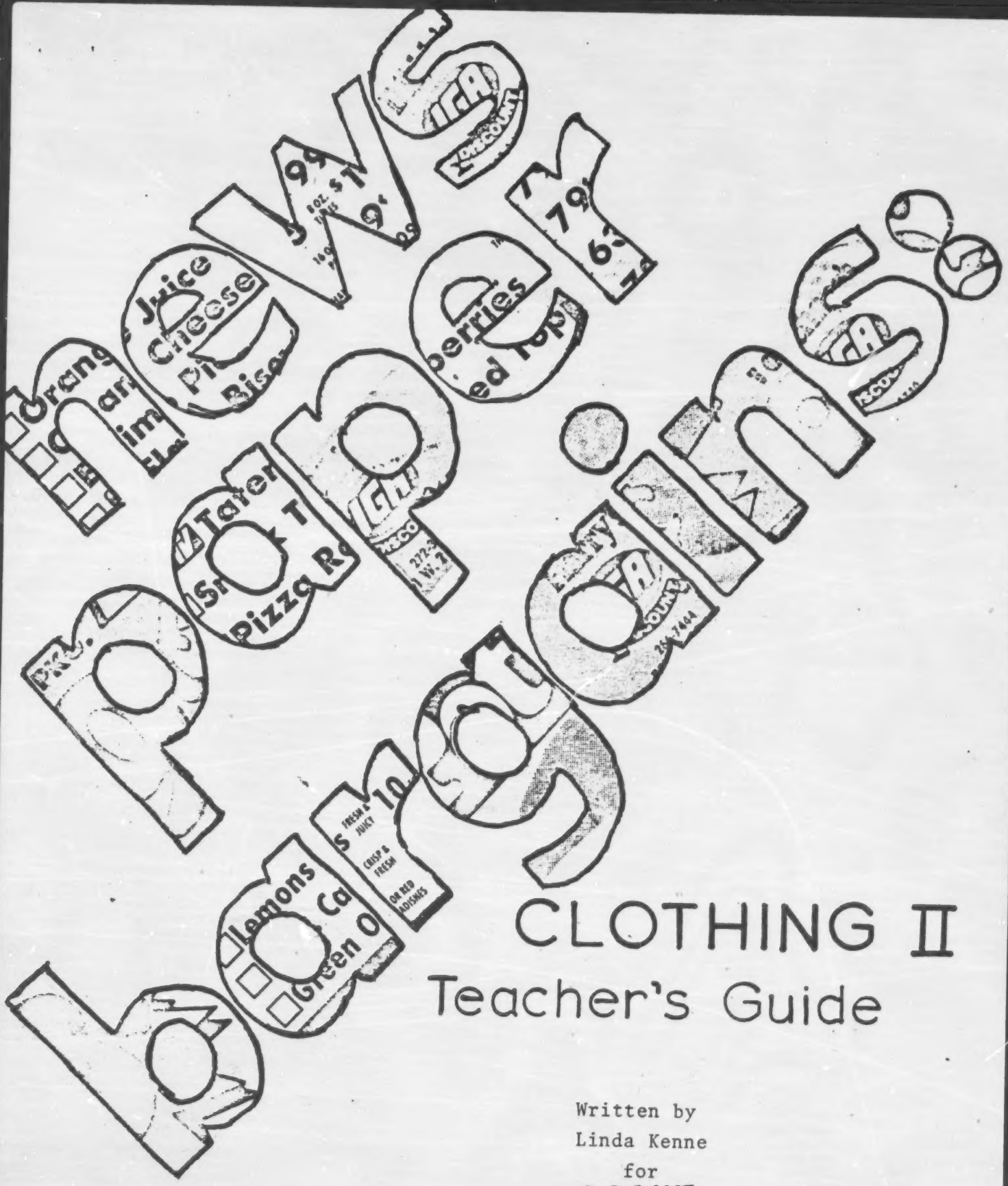
Now it is time to take the post-test for this capsule. You may get the post-test from your teacher.

If you have finished the post-test for this capsule and you have turned all your Activities in to your teacher, you have completed Newspaper Bargains: Clothing I

You now know more about newspaper clothing ads. You know how ads try to get you to buy new clothes. You are more familiar with the words that are used in clothing ads. You can use the newspaper as a tool to help you judge just what the clothes are like in newspaper ads--before you try to buy those clothes. You are becoming a wise shopper and a better consumer.

To learn more about figuring the cost of sale items, see your teacher for Newspaper Bargains: Clothing II.

Happy Shopping!



CLOTHING II

Teacher's Guide

Written by
Linda Kenne
for
Project COST
ESEA Title IV
Kansas State Dept. of Education
USD 449
Easton, KS 66020

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PACKAGE RESUME

Publication Date: Spring 1980

Level/Subject: Intermediate/Math

Author: Linda Kenne

Title: Newspaper Bargains-Clothing II

Abstract: This is a learning package designed to give the student practice in calculating discount prices using percents. Two methods of using percents are presented. The capsule also teaches the student how to find the cost of an item marked 1/3 off, etc.

Students use real newspapers to find items to practice. No commercially prepared materials are needed to complete the activities in this capsule. It will be necessary to supply multiple copies of newspapers. A classroom subscription would be ideal. Students should complete Newspaper Bargains: Clothing I before doing this capsule.

OBJECTIVES

Upon completion of this capsule your students will be able to:

change percents to decimals.
utilize percents to find discounts related to clothing purchases.

USING NEWSPAPERS IN THE CLASSROOM

This capsule requires the student to use newspapers in all activities. Here are some hints for using newspapers.

1. Get a classroom subscription to a major paper in your state.
2. Buy twenty or so copies of a Sunday paper. They usually have many clothing ads. Do this for 2 or 3 weeks before you start this capsule.
3. Save your own papers. Ask friends, neighbors and students to save their papers. Do not forget the school library.

MATERIALS

In addition to newspapers you will also need:

plain paper (ditto or newsprint)
scissors
glue
pencils

IMPLEMENTATION

It is not necessary for students to use the same newspaper. Many can share with one or two others.

Allow the students space to spread out. Newspapers are large, and desk tops are usually not adequate. The floor is ideal.

Managing so many papers can be a problem. Have two large boxes available. Label one box "OLD NEWSPAPERS" and one box "USED NEWSPAPERS". To cut down on the clutter, throw unusable newspapers away every day. If you want to recycle the newspapers, bundle them up daily. Assign students to handle this job.

This capsule was designed to provide practice in figuring the cost of sale items. It can be used before or after a math unit on percents by

(1) individual students working alone.
(2) small groups with each student working at his/her own pace.
(3) the entire class as an interest center.

Allow at least ½ hour per session as each activity requires cutting and pasting. Each activity is designed so that every student will produce original material.

Because each student is choosing his/her own items in figuring discounts there are no keys to the activities. Keys to the pre-test and the post test are found on the following pages.

RESOURCES

For more information and help in using the newspaper:

Newspaper in Education
Wichita Eagle/Beacon
P. O. Box 820
Wichita, KS 67201
(316) 268-6564

They offer classroom subscriptions to to schools in Kansas.

John Guenther
Topeka Capital Journal
University of Kansas
201 Bailey Hall
Lawrence, KS 66045
(913) 864-4435

Sue K. Rayborn
The Idaho Statesman
P. O. Box 40
Boise, Idaho 83707

Bill Schmitz
The Denver Post
650 15th Avenue
Denver, Colorado 80202

NEWSPAPER BARGAINS: CLOTHING II

PRE-TEST

NAME key DATE _____

1. The regular price of a work shirt is $16.00. It is on sale for 25% off. How much will the shirt cost on sale?

   $12.00

2. How much will you save by buying the shirt on sale?

   $4.00

3. The regular price of a cardigan sweater is $20.00. It is on sale for 20% off. How much will the sweater cost on sale?

   $16.00

4. How much will you save by buying the sweater on sale?

   $4.00

5. The regular price of a pair of shoes is $30.00. It is on sale for 1/4 off. How much will the shoes cost on sale?

   $22.50

6. How much will you save by buying the shoes on sale?

   $7.50

7. The regular price of a pair of pants is $34.00. The pants are on sale for 1/2 off. How much will the pants cost?

   $17.00

8. How much will you save by buying the pants on sale?

   $17.00

NEWSPAPER BARGAINS:

CLOTHING II

POST-TEST

Name Key Date _____

1. The regular price of a blouse is $14.00. It is on sale for 1/5 off. How much will the blouse cost on sale?

   $11.20

2. How much will you save by buying the blouse on sale?

   $2.80

3. The regular price of a winter coat is $65.00. It is on sale for 40% off. How much will the coat cost on sale?

   $39.00

4. How much will you save by buying the coat on sale?

   $26.00

5. The regular price for a 3-piece suit is $95.00. It is on sale for 1/4 off. How much will the suit cost on sale?

   $ 71.25

6. How much will you save by buying the suit on sale?

   $ 23.75

7. The regular price of a swimming suit is $9.00. It is on sale for 10% off. How much will the swimming suit cost on sale?

$8.10

8. How much will you save by buying the suit on sale?

90¢

APPENDIX

This appendix contains copies of all worksheets and assessments. These copies may be used to make your own classroom quantity copies. To use, unstaple the sides of the teacher's guide and remove the worksheet and assessment pages. Restaple the remaining pages of the teacher's guide.

PROGRESS CHART

NEWSPAPER BARGAINS:

CLOTHING II

Name_____

Pre-test ☐

Activity #1 ☐

Activity #2 ☐

Activity #3 ☐

Activity #4 ☐

Activity #5 ☐

Activity #6 ☐

Activity #7 ☐

Activity #8 ☐

Activity #9 ☐

Activity #10 ☐

Post-test ☐

NEWSPAPER BARGAINS:
CLOTHING II

PRE-TEST

NAME _____ DATE _____

1. The regular price of a work shirt is $16.00. It is on sale for 25% off. How much will the shirt cost on sale?

_____

2. How much will you save by buying the shirt on sale?

_____

3. The regular price of a cardigan sweater is $20.00. It is on sale for 20% off. How much will the sweater cost on sale?

_____

4. How much will you save by buying the sweater on sale?

_____

5. The regular price of a pair of shoes is $30.00. It is on sale for 1/4 off. How much will the shoes cost on sale?

_____

6. How much will you save by buying the shoes on sale?

_____

7. The regular price of a pair of pants is $34.00. The pants are on sale for 1/2 off. How much will the pants cost?

_____

8. How much will you save by buying the pants on sale?

_____

NEWSPAPER BARGAINS:

CLOTHING II

POST-TEST

Name _____ Date _____

1. The regular price of a blouse is $14.00. It is on sale for 1/5 off. How much will the blouse cost on sale?

_____

2. How much will you save by buying the blouse on sale?

_____

3. The regular price of a winter coat is $65.00. It is on sale for 40% off. How much will the coat cost on sale?

_____

4. How much will you save by buying the coat on sale?

_____

5. The regular price for a 3-piece suit is $95.00. It is on sale for 1/4 off. How much will the suit cost on sale?

_____

6. How much will you save by buying the suit on sale?

_____

7. The regular price of a swimming suit is $9.00. It is on sale for 10% off. How much will the swimming suit cost on sale?

_____

8. How much will you save by buying the suit on sale?

_____

CLOTHING II

Student Material
Written by

Linda Kenne

for

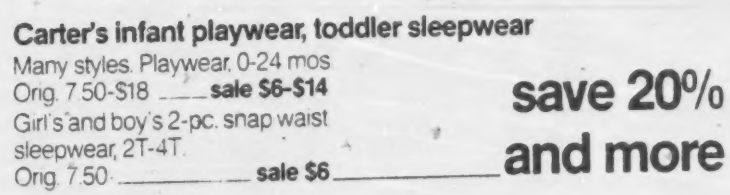
Project COST
ESEA Title IV
Kansas State Dept. of Education
USD 449
Easton, KS 66020

NEWSPAPER BARGAINS:
CLOTHING II

In Newspaper Bargains: Clothing I, you learned how to read the newspaper ads for clothes. Did you notice that many of the ads said 50% off or 25% off or 1/3 off. A smart consumer understands "sale language" or percents.

This capsule will be easier to do if you have finished Newspaper Bargains: Clothing I, know how to multiply money and subtract money.

Before we get started, take the pre-test. You can get the pre-test for this capsule from your teacher.


Carter's infant playwear, toddler sleepwear
Many styles. Playwear, 0-24 mos
Orig. 7.50-$18 ___ sale $6-$14
Girl's and boy's 2-pc. snap waist
sleepwear, 2T-4T.
Orig. 7.50 ___ sale $6
save 20%
and more

If you have taken the pre-test, you are ready to begin learning about percents. In Newspaper Bargains: Clothing II, you will be learning how to use percents. You will learn two methods of figuring the cost of a sale item when it says

20% off

30% off

You will also learn how to figure the cost of a sale item when it says

1/2 off

1/4 off

To determine what the discount price is, you have to know about percent. Percent is sometimes written %. Here are some examples:

twenty percent	20%
forty percent	40%
sixty percent	60%

Finding the discount price of an item always requires that you multiply and subtract.

If the ad says 20% off, that means that you have to find 20% of the cost of the article and subtract that 20% from the regular price. Here's and example:

30% off $21.00

30% off
Jrs. Swing in College Town® Blues and Tans

Separates in blue or tan polyester meant to mix and match. Of machine wash, no-iron polyester for sizes 5 to 13 So many ways to go: Solid blouse, V-neck overblouse or vest, was $21.00,

30% of $21.00 means 30% times $21.00.

Whenever you see % in newspaper clothing ads, think to yourself ?/100.

30% = 30/100

40% = 40/100

25% = 25/100

You know that another way to write 25/100 is .25.

Another way to write 30/100 is .30.

40/100 = .40

50/100 = .50

Now back to our problem of 30% off $21.00.

30% off $21.00 means

30% times $21.00

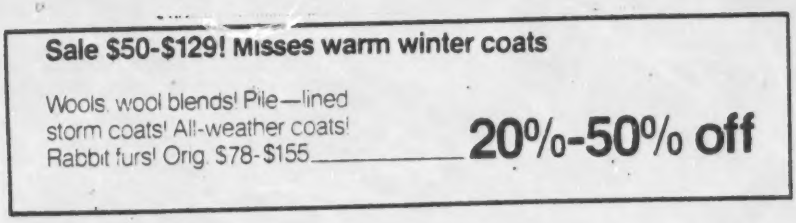
30% means 30/100

30/100 means .30

so. . .

$21.00
X .30
0000
6300
6.3000 = $6.30

watch your place value carefully!


Sale $50-$129! Misses warm winter coats
Wools, wool blends! Pile—lined storm coats! All-weather coats! Rabbit furs! Orig. $78-$155
20%-50% off

Until you really understand how to work these problems, do every step. Watch your decimal point very carefully.

Now we know that a 30% discount on a $21.00 item will be $6.30. Does that mean that the item will cost $6.30? NO! That is the amount that you will save. To find the amount the item costs, you must subtract $6.30 from $21.00.

So. . .

$21.00
−6.30
$14.70

The price you pay is $14.70.

Boyswear

25% off

Entire Stock of Winter Coats for boys sizes 8-20. Included are button or zip-front styles, some hooded, some plain. Choose assorted styles and colors.

25% off

Entire Stock of Long-Sleeve Knit Shirts for boys sizes 4-18. Perfect for school or play in an assortment of styles and colors.
Boy's Wear; Downtown and Suburbs.

Let's do another example.

25% off $16.00

25% off

Alfred Dunner
Holiday Fashions

Fashions for now through the holidays. All of easy-care polyester/acrylic knit that needs no ironing, machine washes. Choose from skirts, pants, vests, blazers and polyester blouses. Color-coordinated in aqua, light-blue or violet. Sizes 8 to 18. Regularly $16.00-$30.00

25% off $16.00

25% times $16.00

25% means 25/100

25/100 means .25

$$\begin{array}{r} \$16.00 \\ \times .25 \\ \hline 8000 \\ 3200 \\ \hline 4.0000 \end{array}$$

25% of $16.00 = $4.00

now subtract

$$\begin{array}{r} \$16.00 \\ -\ 4.00 \\ \hline \$12.00 \end{array}$$

The 25% discount price of a $16.00 article is $12.00

Let's do some activities to practice what we know about percents.

METHOD #1

Follow these steps when finding the percent off the regular price.

Step #1. Multiply the regular price by the percent off.

Example: 30% off $15.00

$15.00
× .30
0000
4500
$4.5000 = $4.50

Step #2. Take that price and subtract it from the regular price.

$15.00
− 4.50
$10.50

The new discount price is $10.50

Let's do some activities to practice what we know about percents.

20% to 40% off

You will need a newspaper to complete these activities. Get a newspaper from the box in your room labeled NEW NEWSPAPERS.

To keep track of your work, you will need a Progress Chart. Every time you do an activity, mark it on your Progress Chart. Keep your Progress Chart in a safe place so that you can find it easily. Get a Progress Chart from your teacher. It looks like this.

PROGRESS CHART
NEWSPAPER BARGAINS:
CLOTHING II

Name_____

- **Pre-test** ☐
- **Activity #1** ☐
- **Activity #2** ☐
- **Activity #3** ☐
- **Activity #4** ☐
- **Activity #5** ☐
- **Activity #6** ☐
- **Activity #7** ☐
- **Activity #8** ☐
- **Activity #9** ☐
- **Activity #10** ☐

- **Post-test** ☐

DO ALL THE ACTIVITIES.

Activity #1

Find an ad for an article of clothing of your choice. Find the cost of that article if it were on sale for 50% off the regular price. Cut out the ad with the price. Show all of your arithmetic work on your paper.

Juniors! Save on every wool blend coat
Choose from reefer styles, scarf coats, hoods, solids and tweeds. Orig. $93-$140
sale $69-$99 **25% to 31% off**

Activity #2

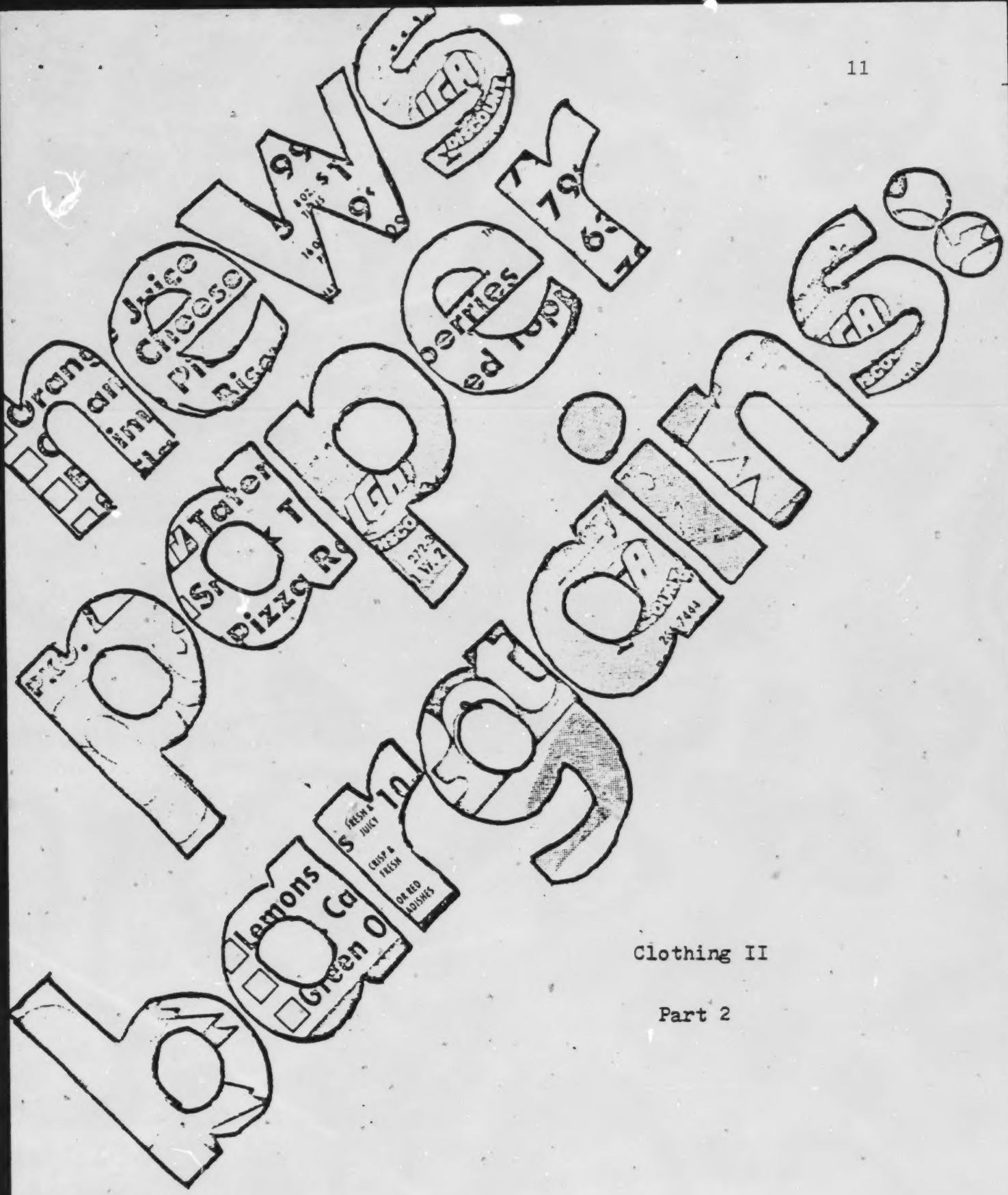
Find an ad for an article of clothing. Find the cost of that clothing if it were on sale for 20% off. Cut out the ad and paste it on your paper. Show all of your arithmetic work on your paper. Tell how much you would have saved with a 20% discount.

save 25% to 40%

Activity #3

Buy an entire outfit including pants, skirt or dress, blouse or shirt, and socks. Use ads that you find in the newspaper. Find the cost of your outfit. Now find the cost if it were on sale for 30% off. How much would you save with that discount? Show all your arithmetic work on your paper.

save 25%
today!
on a very
special group
of lush, cuddly
velour robes
Purples, wines, jades, navies, absolutely fantastic Christmas robes, jumpsuits, warm-up suits, wrap robes, after-shower wraps, fireside beauties. Luck in and come early! PSML, originally 40.00 to 75.00. Now priced 29.90 to 59.90. Something Comfortable. Downstairs at the Plaza and all Harzfelds.
Shop today! 10 to 9 at Blue Ridge & Metcalf. 10 to 6 Plaza & Corinth 10 to 5:30 Downtown.



Clothing II

Part 2

There is another way to figure the percent off a sale item. Many consumers think it is easier than the way you just learned.

Let's say you have found a coat for 25% off the regular price. The regular price is $24.00. To find the sale price you must first subtract 25% from 100%

$$\begin{array}{r} 100\,\% \\ -\,25\,\% \\ \hline 75\,\% \end{array}$$

You must pay 75% of the regular cost.

To figure the cost all you have to do now is find 75% of the regular cost of the item.

FOR GUYS & GALS
WE'RE THE 20% OFF STORE...
YOU GET
20% OFF
EVERYTHING!!!
BOTH SALE AND NON SALE ITEMS
INDEPENDENCE CENTER
Open 10 'til 9 • Visa • Mastercharge • American Express

Let's take our coat. . .

75% off $24.00

75% times $24.00

75% means 75/100

75/100 means .75

so. . .

$24.00
× .75
12000
16800
18.0000 = $18.00

The new cost of the coat is $18.00.

20% OFF

MOST BOOTS FOR THE FAMILY!

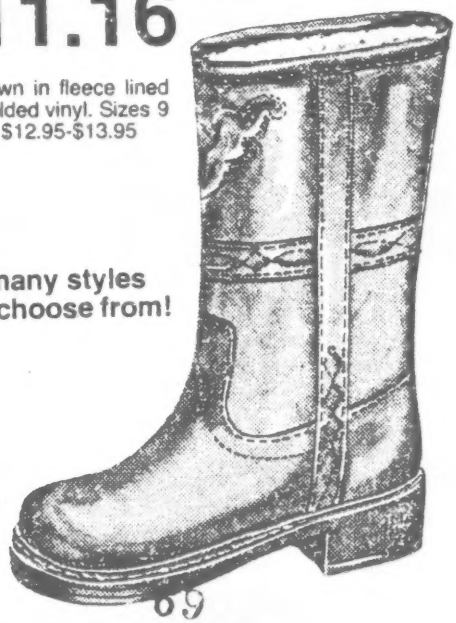
Warm And Dry

Children's Boots

10.36-11.16

Style shown in fleece lined brown molded vinyl. Sizes 9 to 6. Reg. $12.95-$13.95

many styles to choose from!



To find how much money you would save, subtract the sale price from the regular price.

$$\begin{array}{r} \$24.00 \\ -\ 18.00 \\ \hline \$\ 6.00 \end{array}$$

You could save $6.00 by buying the $24.00 coat for 25% off.

Here is another example.

A pants suit is on sale for 15% off. Let's find the sale price if the regular price is $16.00.

100% minus 15%

$$\begin{array}{r} 100\% \\ -\ 15\% \\ \hline 85\% \end{array}$$

85% off $16.00

85% times $16.00

85% means 85/100

85/100 means .85

$$\begin{array}{r} \$16.00 \\ \times\ .85 \\ \hline 8000 \\ 12800 \\ \hline 13.6000 \end{array} = \$13.60$$

15% OFF

The sale price is $13.60.

The amount you would save is. . .

$16.00
−13.60
$2.40

Your savings: $2.40

40% off

SALE. . .
Famous Make Blouses and Tunics
Priced for Saving and Gifting

METHOD #2

Follow these steps

Step #1. Subtract the percent off from 100%

Example: 40% off = 60%

Step #2. Multiply that answer by the regular price.

Example: 40% off = 60%
regular price $10.00 so. . .

$10.00
x .60
0000
6000
6.00000 = $6.00

The result is the new discounted price that you pay.

Many consumers can do Step #1 in their head, but until you are really sure of yourself, do that step on paper, too.

Now you are ready for some more newspaper activities.

25% off
Holiday Ship and Shore Blouses of Qiana® nylon in white or assorted colors. Sizes 8 to 18 25% off
Casual Sportswear; Downtown, Suburbs and for her

Activity #4

Use Method #2 to do this activity. Find an item of clothing in a newspaper ad including the price. Cut it out and paste it on your paper. Find the cost of that item if it were on sale for 10% off. Show all your arithmetic work on your paper.

20% off

Entire Stock of Infants and Toddlers Fancy Sleepwear and Robes, in styles and weights for winter, now at 20% off.
Sleepwear from The Red Flannel Factory, warm gowns, pajamas and sleepers in red color. Infants and toddlers sizes . . . **25% off**

Activity #5

Use Method #2 to do this activity. Find an item of clothing that you would like to buy in a newspaper ad. Cut it out, be sure to cut out the price, and paste it on your paper. Find the cost of that item if it were on sale for 15% off. How much money would you save? Show all your arithmetic work on your paper.

Activity #6

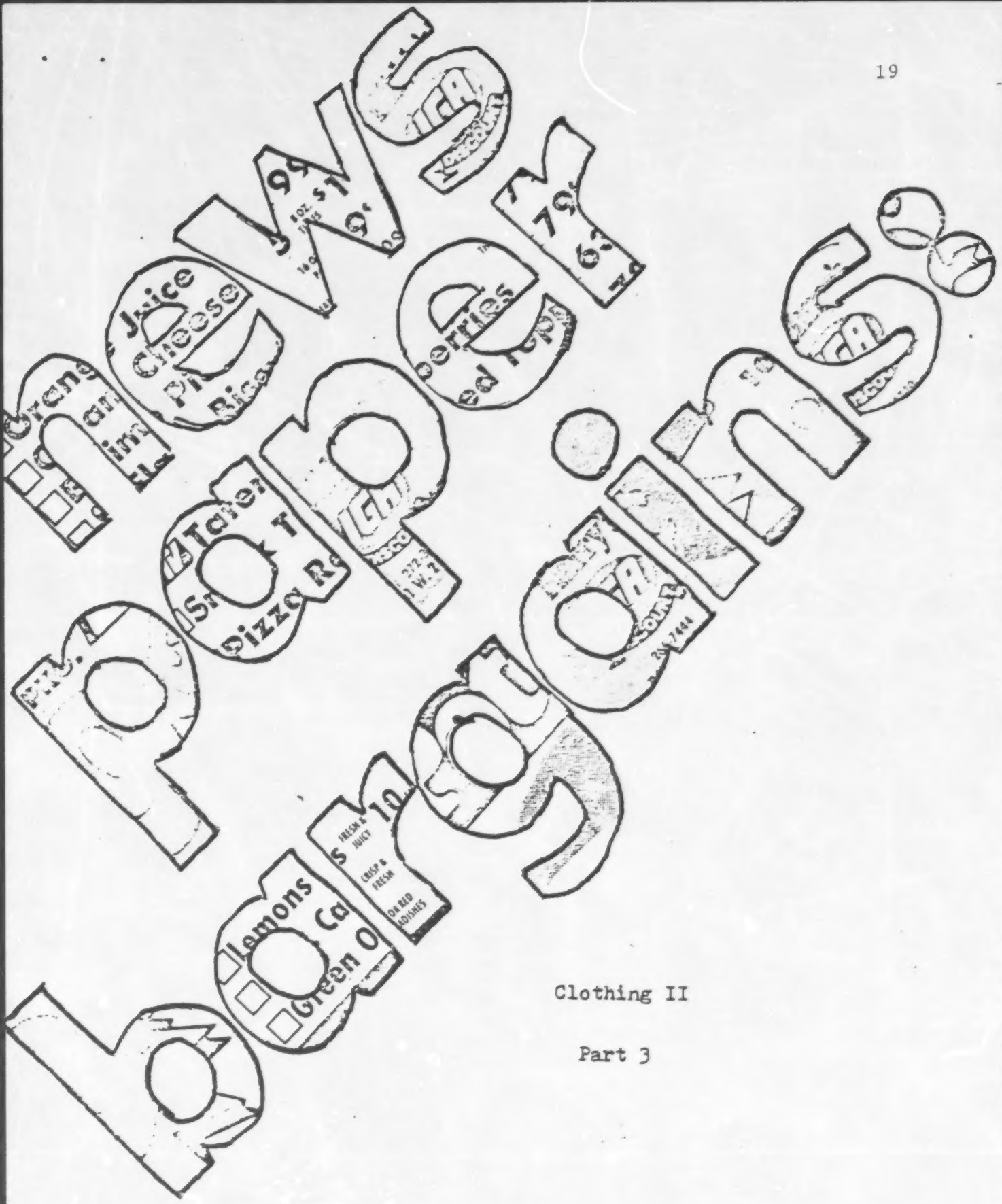
Use method #2 to do this activity. Find 1 item of clothing for each member of your family. Cut out each item and its price and paste them on your paper. Find the total cost of the clothes at the regular price. Now find the price if the clothes were on sale for 25% off.

Save 25%

on entire line of ski apparel.

Hit the slopes and save on our entire line of fashion ski apparel. We've got a great selection of jackets, parkas, and vests. With down o polyester insulation. Team them up with matching pants, gloves, hats, underwear and sorkes for a coordinated look. All in a great selection of fashion colors. In our Sporting Goods Dept.

Sale prices effective thru December 22nd.


News
Report
Juice
Cheese
Pizza
Berries
Lemons
Green
Clothing II
Part 3

You are now familiar with how to figure the cost of an item that is selling for a % off. You have learned two ways to figure cost using percent.

Maybe you have noticed another term used in sale ads. Sometimes the ad will say 1/3 off or 1/4 off. This is similar to percent. The fractions can be turned into percents. Perhaps you already know how to turn fractions into percents. If you do not, just use this chart. This chart does not list all the fractions of course, just the ones you will need to figure the cost of sale items.

1/2 = 50%
1/3 = 331/3 % (Use 33%)
1/4 = 25%
1/5 = 20%
2/3 = 662/3 % (Use 66%)
3/4 = 75%

These are probably all the fractions you will see used in clothing ads in the newspaper.

1/2 to 2/3 off

Designer Room . . . Metcalf South and Downtown Only

Selected group of famous designer signature fashions gathered at two locations for your convenience. Group includes dresses, separates, more. Now reduced 1/2 to 2/3 below original price.

To figure the cost of an item that is on sale for 1/2 off, do the following steps. . .

Step #1 Change 1/2 to % (50%)

Step #2 Use Method #1 or Method #2 to find the cost of the sale item.

1/3 to 1/2 off

Selected Group Of Vinyl and Leather Bags

Choose from a wide assortment of attractive handbags of leather or vinyl. Rich shades to choose from to coordinate with your entire w nter wardrobe. Handbags; Downtown, Suburban Stores, and for her Oak Park.

Example: $24.00 sweater for 1/4 off

Method #1

1/4 becomes 25%

25% times $24.00

25% means 25/100

25/100 means .25

$24.00
X .25
12000
4800
$6.00000 = $6.00

$24.00
− 6.00
$18.00

COST is $18.00

1/3 off
Act III coordinates
Reg. 26.00-54.00. Ship-shape looks to sail you through summer days and evenings. Jackets, pants, skirts and blouses in nautical red, white, blue. 8-18. Misses Coordinates

Method #2

1/4 becomes 25%

100% minus 25% = 75%

75% times $24.00

75% means 75/100

75/100 means .75

$24.00
× .75
12000
16800
18.00000 = $18.00

COST is $18.00

Now you are ready for more newspaper activities.

1/3 off
Misses spring coordinates
Formerly 16.00-30.00. Save 1/3 on these easy-care polyester coordinates in pretty pastels. From well-known names in sportswear, choose pants, skirts, jackets and matching blouses. Misses 10-18. Now 10.99-19.99. See our entire collection in Avenue Coordinates.

Activity #7

Find an item of clothing that you would wear to school. Cut it and the price out and paste it on your paper. Figure the cost of the item at 1/5 off. (Refer to the chart if you have to.) Be sure to show all your arithmetic work.

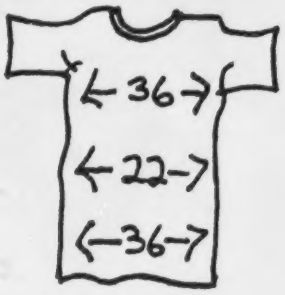
Activity #8

Find an item of clothing that you would wear to a special party. Cut it and the price out and paste it on your paper. Figure the cost of the item at 3/4 off. (Refer to the chart if you have to.) Be sure to show all your arithmetic work. How much would you save?

1/2 OFF

Activity #9

Find an item of clothing for yourself and for a friend. Cut out the ads and their prices. Figure the cost of the items at 1/4 off. (Refer to the chart if you have to.) Be sure to show your arithmetic work. How much would you save?



Activity #10

Find an item of clothing. Cut out the ad with the price and paste it on your paper. Figure the cost of the item at 1/4 off. Now figure the cost at 20% off. Which price is cheaper? How much would you save by buying the item at 1/4 off? How much would you save by buying the item at 20% off?

It is time to take the post-test for this capsule. You can get the post-test from your teacher.

If you have finished the post-test and all the activities, you are finished with this capsule. Hand all your work in to your teacher.

You should be able to understand sale ads now. You have been practicing finding the cost of items that are for sale. You are becoming a wise consumer. Happy Shopping!